

June 8, 2021 Council Meeting

The regular meeting of the Council of the City of Martinsville, Virginia was held on June 8, 2021 in Council Chambers, Municipal Building, at 7:00 PM with Mayor Kathy Lawson presiding. Other Council Members present included Danny Turner, Jennifer Bowles, Tammy Pearson and Chad Martin. Staff present included City Manager Leon Towarnicki, Assistant City Manager/City Attorney Eric Monday, Community Development Director Mark McCaskill, and Police Chief Eddie Cassady.

Mayor Lawson called the meeting to order and advised Council would go into Closed Session beginning at 6:00 PM. In accordance with section 2.1-344 (A) Code of Virginia (1950, and as amended) and upon a motion by Vice Mayor Bowles, seconded by Council Member Pearson with the following 5-0 recorded vote: Vice Mayor Bowles, aye; Council Member Turner, aye; Council Member Martin, aye; Council Member Pearson and Mayor Lawson, aye. Council convened in Closed Session to discuss the following matters: (A) Appointments to boards and commissions, as authorized by Subsection 1, (B) Discussion or consideration of the investment of public funds where competition or bargaining is involved, where, if made public initially, the financial interest of the governmental unit would be adversely affected, as authorized by Subsection 6, and (C) Consultation with legal counsel and briefings by staff members, attorneys or consultants pertaining to actual or probable litigation, or other specific legal matters requiring the provision of legal advice by such counsel, as authorized by Subsection 7. At the conclusion of Closed Session, each returning member of Council certified that (1) only public business matters exempt from open meeting requirements were discussed in said Closed Session; and (2) only those business matters identified in the motion convening the Closed Session were heard, discussed, or considered during the meeting. A motion was made by Vice Mayor Bowles; seconded by Council Member Pearson, with the following 5-0 recorded vote in favor to return to Open Session: Mayor Lawson, aye; Vice Mayor Bowles, aye; Council Member Turner, aye; Council Member Martin, aye and Council Member Pearson, aye.

Vice Mayor Bowles made a motion to appoint Katina Dalton to the Southern Virginia Recreation Facilities Authority for a 4-year term ending October 31, 2024. Council Member Pearson seconded the motion with all Council Members voting in favor. Council Member Martin made a motion to reappoint Mary Rives Brown to the Architectural Review Board for a 3-year term ending March 31, 2024. Council Member Pearson second the motion with all Council Members voting in favor. No other action was taken out of Closed Session.

Following the Pledge to the American Flag and invocation by Council Member Pearson, Lawson welcomed everyone to the meeting. Mayor Lawson explained that the meeting would follow COVID guidelines, allowing limited attendance and recognizing social distancing recommendations.

Approve minutes from the May 25, 2021 Council Meeting, and the May 26 Joint Work Sessions – Vice Mayor Bowles made a motion to approve the minutes as presented. Council Member Pearson seconded the motion with all Council Members voting in favor.

June 8, 2021 Council Meeting

Conduct a public hearing for the purpose of receiving names of citizens interested in appointments for two 3-year terms ending June 30, 2024 on the Martinsville City School Board – City Manager Towarnicki explained the need for the public hearing, stating that there are two terms that will be available on the School Board. Only those citizens whose names mentioned at the meeting can be considered for those positions. Mayor Lawson shared Yvonne Givens name. Vice Mayor Bowles named Jay Dickens, Michael Williamson, and L.C. Jones as interested parties. No other names were mentioned.

Hear an update from Uptown Partnership – Kathy Deacon, newly appointed Executive Director of Uptown Partnership, President Natalie Hodge and former Interim Director Jeff Sadler provided information and updates on Uptown Partnership and how they are assisting new and existing businesses in uptown Martinsville.



**UPTOWN PARTNERSHIP**

**PRESENTATION TO THE MARTINSVILLE CITY COUNCIL**

NATALIE HODGE, PRESIDENT, BOARD OF DIRECTORS  
KATHY DEACON, EXECUTIVE DIRECTOR

JUNE 8, 2021, 7:00 PM

The slide features a circular image of a street scene at sunset and the Virginia Main Street logo.



**PRESENTATION OVERVIEW**

- Introduction to New Executive Director
- Uptown Partnerships Role in the Community
- Update on 2021 Goals
  - Main Street Framework
    - Transformation Strategies
    - 4-Points Framework
  - 2020 Accomplishments
  - 2021 Goals
  - Creative Revitalization Projects

The slide includes a circular image of a busy street scene with people walking.



**INTRODUCTION TO OUR NEW EXECUTIVE DIRECTOR**

- Mom/Sister/Auntie/Friend/Animal Lover/Community Change Maker
- Serial Entrepreneur
- Multi-skilled leader with over 35 years of experience in business development, marketing, training, management
- Grant/Proposal Management/Writing guru
- Business and personal development Strategist/Trainer
- Artist

The slide features a circular portrait of Kathy Deacon and a circular image of a dog.



**UPTOWN PARTNERSHIP**

**MAIN STREET AMERICA**

- Independent partnership representing local government, businesses, residents, and community organizations
- 501(c)3 nonprofit organization
- Charitable Purpose
  - Lessen burden of government
  - Drive Uptown District revitalization
  - Historic Preservation
  - Public Education

The slide includes the Virginia Main Street logo and the Main Street America logo.



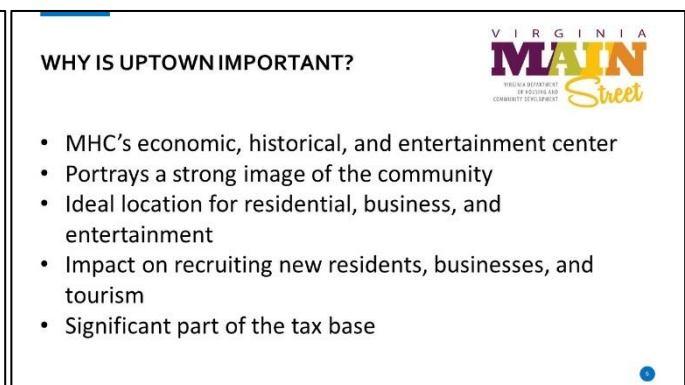
**UPTOWN PARTNERSHIP'S PURPOSE**

**Vision:** A vibrant Uptown business district

**Mission:** to create a vibrant, attractive, adaptive, and charming Uptown District that is welcoming to visitors, residents, and investors, by:

- Increasing the stock of high-quality housing options
- Championing the development of diverse businesses, entertainment, and dining options
- Supporting the rehabilitation of existing buildings and appropriate infill
- Building a vibrant community identity through frequent communications, support of Uptown marketing, events and promotions

The slide features the Virginia Main Street logo and four colored boxes representing the mission goals.



**WHY IS UPTOWN IMPORTANT?**

- MHC's economic, historical, and entertainment center
- Portrays a strong image of the community
- Ideal location for residential, business, and entertainment
- Impact on recruiting new residents, businesses, and tourism
- Significant part of the tax base

The slide includes the Virginia Main Street logo.

## WHO IS INVOLVED?

**Uptown Partnership Officers/BOD**

- Kathy Deacon, Executive Director
- Natalie Hodge, President
- Elizabeth Harris, Vice President
- Holly Burton, Secretary
- Beverly Pitzer, Treasurer
- Lee Prillaman, Board Member
- Jennifer Reis, Board Member
- Wayne Draper, Board Member
- Leutisha Galloway, Board Member
- Rob King, Board Member

**Uptown Partnership Advisory Board**

- Sarah Hodges, Director of Tourism & Talent Development
- Martinsville-Henry County
- Kathleen McEvoy, West Piedmont Planning District Commission
- Lisa Watkins, MHC Chamber
- Mark McCaskill, Community Development Director City of Martinsville
- Tim Hall, Henry County Administrator

**4 Standing Committees**

- Organization, Natalie Hodge
- Promotions, Wayne Draper
- Economic Vitality, Lee Prillaman
- Design, Jennifer Reis

Supported by nearly 100 community volunteers

## TRANSFORMATION STRATEGIES

**1. Hand-made; Craft-made; Artisan**

**2. Uptown living**

**+1 Strategic Business Recruitment**

## FOLLOWING OF THE MAIN STREET 4 POINTS FRAMEWORK

**1**

**ORGANIZATION**  
RESTORING CIVIC VALUE

- Creating a sustainable organizational foundation
- Enhancing Communications
- Maintaining organizational networks
- Facilitating volunteer orientation and development

**2**

**DESIGN**  
RESTORING PHYSICAL VALUE

- Preserving and enhancing the Uptown district
- Exploring Walkability and Wayfinding
- Improving visual quality of the area and businesses
- Ensuring long-range planning is undertaken

**3**

**PROMOTION**  
RESTORING SOCIAL VALUE

- Promoting Uptown's image and brand
- Promoting Uptown as a destination
- Promoting to boost commerce

**4**

**ECONOMIC VITALITY**  
RESTORING ECONOMIC VALUE

- Offering training to help businesses stay strong
- Providing assistance to businesses wanting to expand
- Attracting new business

## HIGHLIGHTS OF 2020 ACTIVITIES:

Organization	Design
<ul style="list-style-type: none"> <li>Formed board, elected officers</li> <li>Obtained 501(c)3 status</li> <li>Obtained Harvest Foundation funding commitment</li> <li>Using the Main Street Program framework</li> <li>Taking Lead on MHC RCDI program</li> </ul>	<ul style="list-style-type: none"> <li>EDC enhanced lighting, window clings</li> <li>Held vision walk – 50 participants</li> <li>Planning – Uptown Cleanup Day</li> <li>Identified other gathering spaces that could be activated</li> </ul>
Promotions	Economic Vitality
<ul style="list-style-type: none"> <li>Created webpage and social media presence</li> <li>Actively posting Uptown updates</li> <li>Held Vision Walk – 50 participants</li> <li>Planning – Uptown Cleanup Day</li> <li>Partnered with Chamber on Affiliate grant</li> </ul>	<ul style="list-style-type: none"> <li>Applied for DHCD Community Business Launch program</li> <li>Narrow focus on business district</li> <li>Plans to partner with re-entry and recovery programs for employment opportunities</li> </ul>

## 2021 GOALS:

- Create a unified and informed vision for Uptown that supports the transformation strategies
- Build community capacity by developing partnerships between UP and other organizations to the benefit of Uptown
  - 3 private
  - 4 non-profit
  - 2 youth
- Engage the community with Uptown by:
  - Recruiting and supporting 5 businesses that support the transformation strategies
  - Beginning 4 updated or rehabbed buildings
  - Identifying and implementing at least 5 design projects to improve the usability and attractiveness of Uptown.

## HIGHLIGHTS OF 2021 ACTIVITIES:

Organization	Design
<ul style="list-style-type: none"> <li>Hired Executive Director</li> <li>Temporary office space donated and opened</li> <li>Permanent Uptown org office being sought</li> <li>RCDI program is well underway – community involvement has doubled</li> <li>Continuing to use the Main Street Program framework</li> </ul>	<ul style="list-style-type: none"> <li>Fayette Street Banner/Bracket Project</li> <li>Alleyway Activation Project is beginning – first phase cleanup of Wall Street alleyway</li> <li>Artisan Center Market Study Consultant RFP Issued</li> <li>Youth Vision Walk Rescheduled for Fall 2021</li> </ul>
Promotions	Economic Vitality
<ul style="list-style-type: none"> <li>Citizen Driven Community Vision Plan</li> <li>Community Market Survey completed results now being reviewed through the RCDI program</li> <li>Webpage and social media presence ongoing</li> <li>Actively posting Uptown updates</li> <li>Newsletter has been established</li> </ul>	<ul style="list-style-type: none"> <li>Applying for 2022 DHCD (CBL) program</li> <li>6 grant opportunities identified to provide funding for goal accomplishment</li> <li>GIS Uptown Property Inventory completed</li> <li>Engaged with many potential new Uptown business owners</li> </ul>

## TRANSFORMATION STRATEGY: HAND-MADE; CRAFT-MADE; ARTISAN – GOAL: RECRUITING & SUPPORTING BUSINESSES

PROJECT: EMPTY STOREFRONTS #1

*Businesses that might be recruited include:* Art installations/galleries, Arts & crafts workshops/educational uses, Retail for creatively re-cycled or up-cycled wares, Retail for handmade creations, Live performances, Food and other culinary-related businesses

## TRANSFORMATION STRATEGY: HAND-MADE; CRAFT-MADE; ARTISAN – GOAL: UPTOWN DESIGN PROJECTS

PROJECT: EMPTY STOREFRONTS #2



### TRANSFORMATION STRATEGY: UPTOWN LIVING

PROJECT: BUILDING REHABILITATION

Upper floors are rehabbed and reused. Building conditions are improved.

Investors, business owners, and businesses see a growing demand for quality spaces.

More activity and people are present downtown utilizing the improved spaces and supporting existing uses.

Uptown is becoming stronger and a more desirable place to live, work, and visit.

VIRGINIA MAIN Street  
VIRGINIA DEPARTMENT OF HOUSING AND COMMUNITY DEVELOPMENT

### TRANSFORMATION STRATEGY: UPTOWN LIVING

PROJECT: ALLEYWAY ACTIVATION

What are the possibilities???

Pittsfield, Massachusetts

Wall Street Alleyway, Uptown

VIRGINIA MAIN Street  
VIRGINIA DEPARTMENT OF HOUSING AND COMMUNITY DEVELOPMENT

### TRANSFORMATION STRATEGY: UPTOWN LIVING

PROJECT: ARTISAN CENTER

- In collaboration with the City of Martinsville with Funding through DHCD for Feasibility/Market Demand Study
- Reflects the "Maker" heritage of the region
- Market Demand Study RFP was released yesterday
- Proposals are due from consultants by June 21st
- Project to be completed in 2-month timeframe

VIRGINIA MAIN Street  
VIRGINIA DEPARTMENT OF HOUSING AND COMMUNITY DEVELOPMENT

### CITIZEN DRIVEN COMMUNITY VISIONING PROJECT

Community Visioning

- Project steering committee has been formed
- Proposal is currently being reviewed
- Project anticipated to take place July-September
- Final report and recommendations will be provided in September

VIRGINIA MAIN Street  
VIRGINIA DEPARTMENT OF HOUSING AND COMMUNITY DEVELOPMENT

### ARE WE ON THE RIGHT TRACK?

- Feedback is clear – Uptown must regain prominence as the business, entertainment, and social center of MHC
- Significant impact on recruiting new residents, businesses, tourism
- Positive Signs
  - Uptown residential units are at capacity, foot traffic is up
  - Chief Tassel and BB&T Buildings are under contract
  - Several new businesses and restaurants have opened
  - Several facades have been enhanced
  - 50 people participated in the Vision Walk
  - Nearly 100 people are now engaged in some way with Uptown Partnership in significant ways

VIRGINIA MAIN Street  
VIRGINIA DEPARTMENT OF HOUSING AND COMMUNITY DEVELOPMENT

### OUR ASK OF LOCAL LEADERSHIP

- Continued support
- Clean up and brighten up sidewalks and walkways
- Re-consider traffic flows to make Uptown more walkable
- Alignment on architectural standards and themes
- Recognition of entry corridors to Uptown
- Provide incentives to building owners to enhance/repaint facades
- Update of signage of key areas, activities, destination in MHC
- Enhanced programs to entice new businesses Uptown

VIRGINIA MAIN Street  
VIRGINIA DEPARTMENT OF HOUSING AND COMMUNITY DEVELOPMENT

### WHERE DO WE GO FROM HERE?

- Promote, promote, promote
- Develop brand/theme for Uptown
- Drive overall Uptown design study
- Partner with other organizations on Uptown events
- Identify and drive new outdoor gathering spots
- Create an Uptown promenade – lights and action
- New businesses established through the Community Business Launch program
- Continue development of the artisan center to promote hand-made, craft-made, artisan goods
- Continue to promote residential build out
- Obtain local/state/federal grant funds to accomplish goals

VIRGINIA MAIN Street  
VIRGINIA DEPARTMENT OF HOUSING AND COMMUNITY DEVELOPMENT

### THANK YOU!

kathydeacon@martinsvilleup.com


WWW.MARTINSVILLEUP.COM

202-480-0715

VIRGINIA MAIN Street  
VIRGINIA DEPARTMENT OF HOUSING AND COMMUNITY DEVELOPMENT

Consider approval of Budget Ordinance 2021-U-1 on second reading – City Manager Towarnicki provided a quick summary of the steps leading up to the final reading. Vice Mayor Bowles made a motion to approve the ordinance on second reading; Council Member Turner seconded the motion with the following roll call: Martin, aye; Pearson, aye; Turner, aye; Bowles, aye; and Lawson, aye. Mayor Lawson requested a footnote be documented that in the school budget under the capital improvement list, there are five items under the Food Services

category that the school system could purchase immediately from their cafeteria funds.



**Ordinance 2021-U-1**

**The Budget for Fiscal Year 2021-2022**

*BE IT ORDAINED by the Council of the City of Martinsville, Virginia, in regular session assembled June 8, 2021, that the following sums of money be and hereby are appropriated — by specific Fund — for the City's fiscal year ending June 30, 2022, from the following Fund sources of estimated revenue:*

**SUMMARY STATEMENT OF BUDGET ESTIMATES**  
2021-2022

FUND	PROJECTED	BUDGETED	CHANGES
	REVENUES	EXPENDITURES	FUND BALANCE
General	\$31,318,454	\$34,218,454	(\$2,900,000)
Meals Tax	\$2,472,720	\$2,472,720	\$0
Capital Reserve	\$884,694	\$884,694	\$0
Refuse	\$1,883,000	\$2,764,837	(\$881,837)
Telecommunications	\$2,377,707	\$2,377,707	\$0
Water	\$3,486,750	\$4,670,263	(\$1,183,513)
Sewer	\$4,597,512	\$5,369,637	(\$772,125)
Electric	\$20,100,024	\$20,883,990	(\$783,966)
CDBG	\$22,132	\$1,608	\$20,524
Cafeteria*	\$1,699,679	\$1,739,915	(\$40,236)
School Operating*	\$23,703,197	\$23,703,197	\$0
<b>TOTALS:</b>	<b>\$92,545,869</b>	<b>\$99,087,022</b>	<b>(\$6,541,153)</b>

\*Cafeteria and School Operating Funds information provided by School Personnel.

**Tax Rates:**

Real Estate:	\$1.03975 per \$100 assessed value
Personal Property:	\$2.30 per \$100 assessed value (unchanged)
Machinery & Tools:	\$1.85 per \$100 assessed value (unchanged)

*BE IT FURTHER ORDAINED by said Council that this Ordinance shall be effective on and after July 1, 2021.*

\*\*\*\*\*

*Attest:*

Karen Roberts, Clerk of Council

Consider approval of an ordinance authorizing amendments to water and sewer revenue bond regarding financing for the Beaver Creek Reservoir Dam repair project – City Manager Towarnicki reminded Council that they had approved funding for repairs at the Reservoir last July up to \$2.5million in bonds. Nearing the end of the project, it was discovered that additional repairs are needed and in order to fund those repairs, amendments to the original documents and additional paperwork is required. Vice Mayor Bowles made a motion to approve the ordinance; Council Member Martin seconded the motion with the following roll call vote: – Lawson, aye; Bowles, aye; Martin, aye; Pearson, aye; and Turner, aye.

CITY OF MARTINSVILLE, VIRGINIA

AN ORDINANCE AUTHORIZING AMENDMENTS TO WATER AND SEWER  
REVENUE BOND OF THE CITY OF MARTINSVILLE, VIRGINIA AND RELATED  
DOCUMENTS

Adopted on June 8, 2021

1

WHEREAS, on July 28, 2020 the City Council (the "City Council") of the City of Martinsville, Virginia (the "City"), after holding a public hearing concerning the intention of the City Council to propose for passage an Ordinance authorizing the issuance of not to exceed \$2,500,000 principal amount of water and sewer revenue bonds, adopted its ordinance authorizing the issuance of up to \$2,500,000 principal amount of water and sewer revenue bonds of the City (the "Bond Ordinance") to pay costs of the Project (as defined in the Bond Ordinance);

WHEREAS, on August 7, 2020 (the "Closing Date"), pursuant to the Bond Ordinance and a Financing Agreement dated as of August 1, 2020 (the "Financing Agreement"), between the City and Virginia Resources Authority ("VRA"), as Administrator of the Virginia Water Facilities Revolving Fund, the City issued its Water and Sewer Revenue Bond, Series 2020, in the maximum principal amount of \$2,208,750 (the "Local Bond"), and sold the Local Bond to VRA;

WHEREAS, VRA has advised the City that VRA will increase the principal amount of funds to be borrowed under the Financing Agreement and the maximum stated principal amount of the Local Bond to \$2,500,000 (the "2021 Amendment") to pay costs of the Project;

WHEREAS, VRA has indicated that if the City proceeds with the 2021 Amendment, (i) the periodic debt service payments under the Local Bond will be increased to reflect the increased principal amount of the Local Bond, the Financing Agreement will require modification to reflect the increased debt service payments resulting from the 2021 Amendment and (iii) other certifications and instruments will need to be completed to finalize the 2021 Amendment;

WHEREAS, the 2021 Amendment will be evidenced by an Amendment to Financing Agreement dated as of a date determined by VRA and between the City and VRA (the "Amendment to Financing Agreement") and an Allonge to the Local Bond (the "Allonge"), forms of which have been presented to this meeting.

Be it Ordained by the Council of the City of Martinsville, Virginia:

**Section 1 Agreement to Participate: Authorization of Amendment and Allonge**

The City's participation in the 2021 Amendment, and the forms of the Amendment to Financing Agreement and the Allonge (together, the "Amendment Documents"), are hereby approved. The Mayor and the Vice-Mayor, either of whom may act, is hereby authorized to execute and deliver the Amendment Documents in substantially such forms, with such completions, omissions, insertions and changes not inconsistent with this Ordinance as may be approved by the officer executing the Amendment Documents. The approval of the Amendment Documents shall be evidenced conclusively by the execution and delivery thereof. The Clerk or Deputy Clerk of the City is hereby authorized to affix the City's seal on any such documents and attest the same.

i

**Section 2 Other Actions**

All other actions of the officers, representatives and agents of the City in conformity with the purposes and intent of this Ordinance and in furtherance of the execution and delivery of the Amendment Documents are hereby ratified, approved and confirmed. The officers, representatives and agents of the City are each authorized and directed to execute and deliver all certificates, documents, agreements and instruments and to take all such further action as they may consider necessary and desirable to facilitate the 2021 Amendment, including the execution and delivery of such documents and the making of such elections as may be reasonably requested by VRA.

**Section 3 Effectiveness of Ordinance**

The Council hereby declares that this Ordinance shall become effective upon its passage on an emergency basis and pursuant to Chapter 3 of the City Charter. This Ordinance amends and supplements the Bond Ordinance.

The Members of the Council voted as follows:

<b>Ayes</b>	<b>Nays</b>
Kathy Lawson	None
Jennifer Bowles	
Chad Martin	
Tammy Pearson	
Danny Turner	

<b>Absent</b>	<b>Abstentions</b>
None	None

Adopted this 8th day of June, 2021.

The undersigned Clerk of the City Council of the City of Martinsville, Virginia hereby certifies that the foregoing constitutes a true and correct extract from the minutes of a meeting of the City Council held on June 8, 2021, and of the whole thereof so far as applicable to the matters referred to in such extract. I hereby further certify that such meeting was a regularly called meeting and that, during the consideration of the foregoing ordinance, a quorum was present.

Dated this 10<sup>th</sup> day of June, 2020.

\_\_\_\_\_  
Clerk, City Council of  
City of Martinsville, Virginia

Consider setting a public hearing for Council's June 22, 2021 meeting regarding proposed amendments to certain sections of the City's Comprehensive Plan – Community Development  
Director Mark McCaskill explained that the public hearing and proposed amendments are

June 8, 2021 Council Meeting

necessary to remain eligible for VDOT funding such as Smart Scale. Also, the State Code requires Council look at the Comprehensive Plan every five years. Council Member Turner made a motion to set the public hearing for June 22, 2021; Vice Mayor Bowles seconded the motion with all Council Members voting in favor. Mayor Lawson and City Manager Towarnicki explained that documents were in Council's Drobox for review.

Business from the Floor - None

Comments by City Council – Council Member Turner said July 4 is always a special day; he would like to celebrate July 4<sup>th</sup> with an event in Uptown Martinsville to honor local veterans. Council Member Pearson said Uptown Partnership is a great opportunity for Martinsville business owners. This Sunday is Father's Day and she wished a Happy Father's Day to the fathers, grandfathers and those men who step into the roll of father. Vice Mayor Bowles recommends residents research June-teeth and celebrate. Mayor Lawson commented about the informational insert in last month's utility bill, stating that the information can also be found on the City's website and Facebook page.

Comments by the City Manager – City Manager Towarnicki stated that Friday June 18<sup>th</sup> is a state holiday and City Hall will be closed. The City has several vacancies on Boards and Commissions, he encourages residents to review those vacancies and information on the City website and apply.

There being no further business, Vice Mayor Bowles made a motion to adjourn the meeting; the motion was seconded by Council Member Martin with all Council Members voting in favor. The meeting adjourned at 8:05pm.

---

Karen Roberts  
Clerk of Council

---

Kathy Lawson  
Mayor